

White's Speedicook Ltd



Background

White's is one of Ireland's oldest brands. It has been milling oats on the original site in Tandragee, County Armagh since 1841.

With over 175 years' experience and expertise and a passion for locally sourcing and milling oats, you're sure to taste the difference our time and dedication brings.

The White's milling process is unique in that it gives the oats a special character in terms of its taste and texture, delivering a distinctively nutty texture and creamy taste.

White's porridge oats and oat based cereals have won many Great Taste Awards from the Guild of Fine Food over several consecutive years within the luxury breakfast cereal category.

In January 2015, White's Oats made significant investment in the repositioning and packaging redesign of its range of porridge oats and oat cereals. White's new brand identity reflects and builds on White's heritage, expertise and dedication to milling great tasting quality oats and delivers a more contemporary look that will help differentiate White's products on the shelves of grocery retail

Product range

Ambient

- Speedicook Porridge Oats 1.5Kg, 750g,
- Organic Jumbo Oats 750g,
- Toat'ly Oaty Instant Jumbo Oat Sachets
- Original 300g,
- Toat'ly Oaty Instant Jumbo Oat Sachets Apple & Cinnamon 240g,
- Toat'ly Oaty Instant Jumbo Oat Sachets
- Wild Fruit 240g,
- Toat'ly Oaty Instant Jumbo Oat Sachets Golden Syrup 240g,
- Toat'ly Oaty Instant Jumbo Oat Sachets with added Multi Seeds 280g,
- Toasted Oats Apple & Cinnamon Crunch 500g.

Company contact details

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Accreditations



BRC Grade A
Accreditation



Organic Soil Association



Kosher Certified

Awards held

-  Irish Quality Food & Drink Awards 2017: Aldi Kavanagh's Organic Porridge Oats Winner of the Cereals - Porridge category & Lidl Deluxe Organic Wafer Oats commended in Cereals - Porridge category
-  Great Taste Awards 2017: One Gold Star each for Whites Jumbo Organic Oats, Speedicook Porridge Oats, White's Toat'ly Oaty - Apple & Cinnamon, White's Granola - Apple, Cranberry & Raspberry
-  Irish Quality Food & Drink Awards 2016: Highly Commended in Cereals - Porridge category for Lidl Deluxe Organic Wafer Oats
-  Blas na h'Eireann 2016: Gold for Aldi Kavanagh's Instant Oats Golden Syrup & Bronze for Aldi Kavanagh's Luxury Fruit Porridge
-  Great Taste Awards 2015: Two Gold Stars to Aldi Organic Porridge Oats & One Gold Star to White's Granola Hazelnut, Almond and Honey and White's Speedicook Porridge Oats
-  Irish Quality Food & Drink Awards 2015: Category Winner, Cereals-Porridge - Lidl Deluxe Organic Wafer Oats; Highly Commended - Aldi Stores Instant Oat Sachets & Commended - Aldi Stores Organic Porridge

Image gallery

